



Day of Action House Party Toolkit

Thank you for your interest in hosting a house party with Renew Oregon to support the *Clean Energy Jobs* bill. House parties are a key outreach, education, and visibility component for the campaign and your support will help us reach our goals of **36 house parties in every Oregon county**.

Please join Renew Oregon and our Clean Energy Jobs Coalition members for an exciting campaign kick-off event at house parties and rallies across Oregon.

There are varying levels of support that we can offer for your house party, depending on what you need. We suggest that you ask a friend, coworker, or neighbor to co-host with you so that you can split the work of preparing or ordering food and beverages, and planning out logistics.

The ideal house party should have at least four to 10 guests. One of the most important things you can do to help raise broader awareness for *Clean Energy Jobs* is to snap a photo of your group and share it on social media. Make sure your attendees get to learn more about the campaign, and how they can take action. Give them some concrete asks to carry the momentum from your party into the future. Encourage them to:

- Commit to talking to their legislator about passing the *Clean Energy Jobs* bill in 2018. They can email them, call, or request a 15-minute constituent meeting.
- “Like” and “follow” Renew Oregon’s social channels on Facebook and Twitter.
- Invite their friends on Facebook to “like” Renew Oregon’s page.
- Write a letter to the editor of their local paper.

Whether you host one party or five, whether you have six attendees or 60, we appreciate you and your willingness to help! *You* will make the difference in helping ensure that the *Clean Energy Jobs* bill becomes law in 2018!

How Renew Oregon Will Provide Support:

- **Host Sign-up form:** [House Party Host signup form](#)
- **Link to Invite Guests to your event:** [Guest invitation link](#)

Digital:

- [Social media toolkit](#)
- Live stream link for Facebook live
- Youtube link for new Clean Energy Jobs educational video(s)
- Handout and day of event materials
 - Sign in sheet

- Frequently Asked Questions - FOR HOSTS
- Petition
- 2-pager
- LTE template
- Social media guidance for guests (half or quarter page template that hosts can print and hand out to guests as they sign in)

Post event follow-up: Will be sent to hosts prior to November 4th.

- Thank you email to all house party/event attendees
- Compilation of photos from around the state

What Hosts will do:

- Provide or locate the space for the event
- Provide the Guest list to assigned Renew Oregon organizers
- Mail or Email the invitations prior to the event
- Provide food and/or beverages for the event (a few light snacks like a cheese and cracker plate and maybe some fruits or veggies would be sufficient)
- Social media guidance: “like” and share Renew Oregon on Facebook and Twitter, check-in to your event, and post to Twitter using campaign hashtags #cleanenergyjobs and #orleg
- Make Renew Oregon a co-host of your event
- Take pictures for social media
- Call to action: decide if you’d like to help attendees write letters to their legislator (help your guests find their legislator [here](#)), draft a letter to the editor of their local paper, or post on social media in support of the bill (toolkit provided by Renew Oregon.)

CEJ 2018 House Party Launch Program

12:00 pm	<i>Event Begins</i>
12:00-12:30pm	Greet, sign in guests, provide social media tips and tricks. Socialize and learn about why guests support Clean Energy Jobs. Hosts to share additional info on bill as needed.
12:30-1:30 pm	PROGRAM - Statewide Facebook livestream with special guest speakers, and how we can best take action to pass Clean Energy Jobs in 2018. Call to Action - Take a group picture and tweet at your legislator with campaign hashtags #cleanenergyjobs and #orleg. Sign a postcard and learn about writing to your legislator.
1:30-2:00 pm	<i>Event Ends</i> - be sure to thank guests and remind them of next steps.



Social Media Toolkit

Social Media Toolkit

Show your love for *Clean Energy Jobs* on social media! Below are ways you can provide digital campaign support to create real-life results!

“Like” and “Follow” Renew Oregon Social Media Channels:

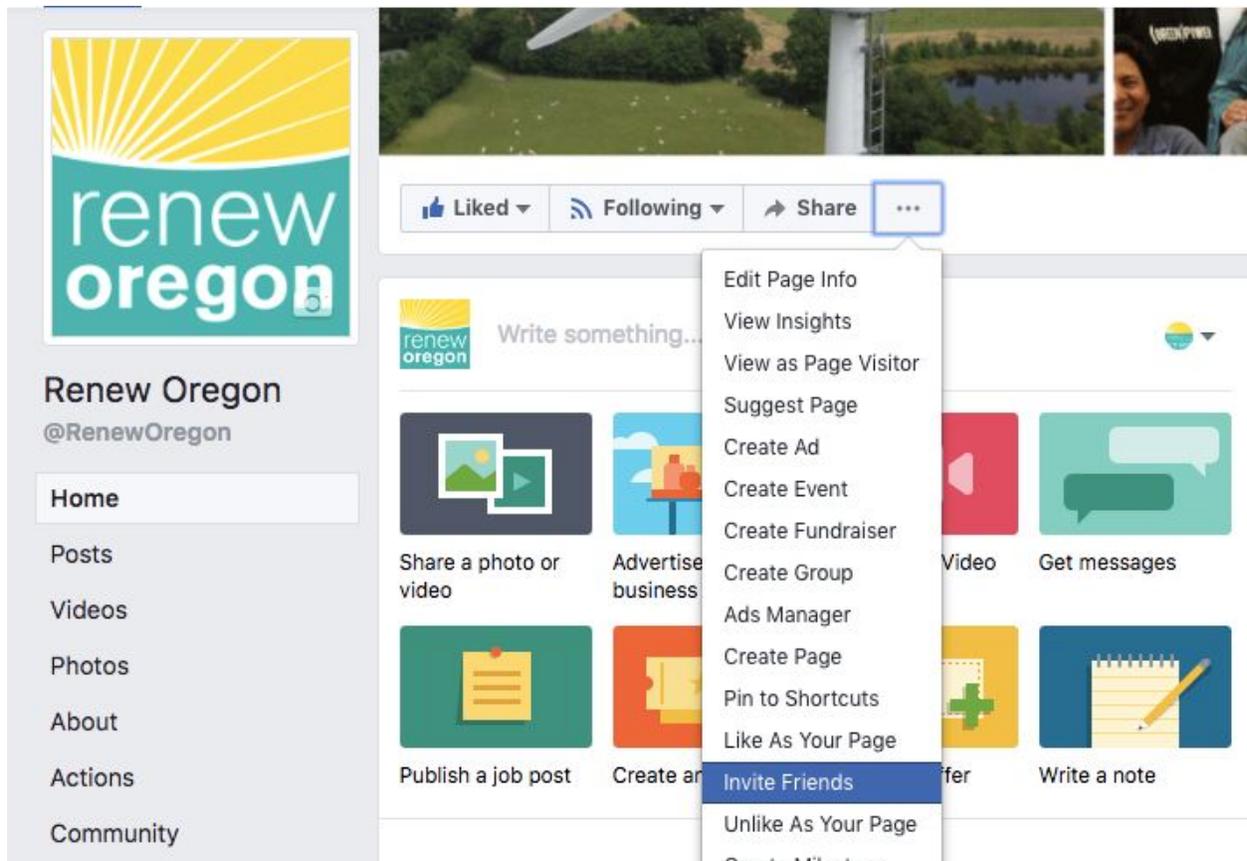


www.facebook.com/reneworegon



www.twitter.com/reneworegon

On Facebook, invite your friends to also follow our page:

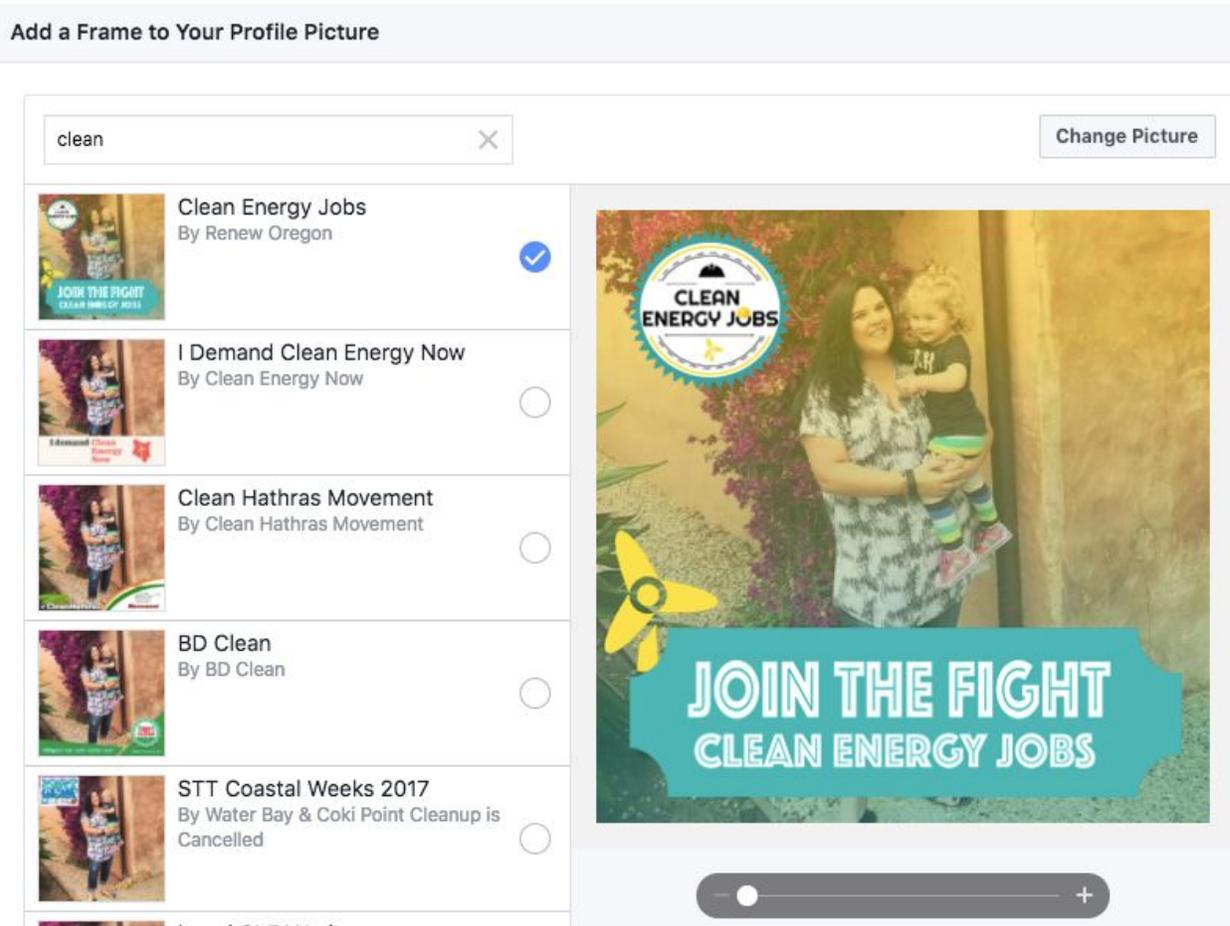


Share your love for *Clean Energy Jobs* with your Facebook friends!



- Oregon has the opportunity in 2018 to pass historic climate legislation. Join me in supporting the Clean Energy Jobs campaign to cap climate pollution and invest in solutions! http://www.reneworegon.org/clean_energy_jobs_petition
- In 2018, Oregon can become a national leader in the climate movement. The Clean Energy Jobs bill will cap and price climate pollution from the largest emitters in the state, and use the proceeds to reinvest in communities like ours. Join me in supporting the Renew Oregon campaign for Clean Energy Jobs!
http://www.reneworegon.org/clean_energy_jobs_petition

Update your Facebook profile picture to the *Clean Energy Jobs* filter:



Share your support on Twitter:

- Let's pass #CleanEnergyJobs in 2018, for healthier communities, for economic opportunity, for an #Oregon we can be proud of! #orleg
- #ORleg should pass #CleanEnergyJobs in 2018 to create a better tomorrow for Oregon, today. #pricepollution #investinsolutions
- Want to see #Oregon lead the nation to #actonclimate? Me too! #ORleg should pass #cleanenergyjobs in 2018 -- the climate can't wait!
- I support #cleanenergyjobs for #Oregon. RT if you do too! #orleg #orpol #actonclimate



You can also tweet your legislator. [Here is a list of legislators who have Twitter handles.](#)

Language for online presence:

Communications for hosts materials

- [Talking Points](#)
- [2-pager](#)
- [Clean Energy Jobs Bill Summary](#)
- [Frequently Asked Questions](#)
- [Years in the Making: A brief history carbon pricing in Oregon](#) [also available as PDF]

Invitation Email Template and Flyer:



You're invited!

Clean Energy Jobs 2018 Statewide Campaign Kickoff and Rally

Please join Renew Oregon and our Clean Energy Jobs (CEJ) Coalition members for an exciting campaign kick-off event at house parties and rallies across Oregon. We need supporters to host a house party in all of Oregon's 36 counties and CEJ campaign launch rallies in Portland, Salem, Eugene, and other cities.

We need Oregon's clean energy and climate community to show support for the *Clean Energy Jobs* bill in the lead up to the February short session.

The *Clean Energy Jobs* bill is coming out of the 2017 legislative session with 33 co-sponsors, Governor Kate Brown recently endorsed passing the *Clean Energy Jobs* bill in 2018, and House leadership is calling the bill "unfinished business for 2018." **The momentum is building.**

State leadership on climate and clean energy is needed now more than ever before. Join us to learn more about the *Clean Energy Jobs* campaign and the exciting work that is happening all across the state. Together, we can make Oregon a climate and clean energy leader.

Now is the time to act.



Details

When: Saturday, November 4th, 12:00 - 2:00 PM

What: Clean Energy Jobs 2018 Statewide Campaign - Day of Action

Where: In a living room, house party, or rally near you!

How: [RSVP](#) to attend an event or house party in your community **OR** [sign-up to host your own house party](#) with friends and family in your community. Sign up now to host receive a free Renew Oregon t-shirt and stickers!*

RSVP by phone:

Text 'Host' to 971.248.2723

or at <http://bit.ly/2018CEJkickoff>

Email Invitation Template:

Subject: Looping you into the Clean Energy Jobs Day of Action

Subject: You're invited to our Clean Energy Jobs house party!

Dear xxx,

If you've been thinking about how you can #ActOnClimate, join the Renew Oregon coalition for a statewide day of action. Renew Oregon is setting our most ambitious goal yet: 36 house parties, at least one in every county and rallies across the state. It is time to mobilize to pass the Clean Energy Jobs bill in 2018.

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State leadership on climate and clean energy is needed now more than ever before. Let's take action together on November 4th and show the legislature that Oregon is ready for *Clean Energy Jobs*.

Together, we can make Oregon a climate and clean energy leader.

Now is the time to act.

[RSVP](#)

Please contact **Sonny Mehta**, 971.678.5355, Sonny@reneworegon.org for any questions regarding hosting your own event and getting involved. **Don't see an event or house party near you?** [Sign-up to host your own!](#)

*Stickers and t-shirts available as supplies last



Social Media Sample Posts

SAMPLE TWEETS

- Connect with your community while organizing for #CleanEnergyJobs! Sign up to host a house party: <http://bit.ly/2018CEJkickoff>
- The most important part of #CleanEnergyJobs? You. Sign up to get involved in your area by hosting a house party: <http://bit.ly/2018CEJkickoff>
- Hear why members of your community are supporting #CleanEnergyJobs for 2018, and share your own story. Host a house party: <http://bit.ly/2018CEJkickoff>
- Get to know more #CleanEnergyJobs supporters in your community! Host a house party: <http://bit.ly/2018CEJkickoff>

SAMPLE FACEBOOK POSTS

- Connect with clean energy advocates in your community while organizing for #CleanEnergyJobs! Sign up to host a house party today and kick start grassroots organizing in your area: <http://bit.ly/2018CEJkickoff> + graphic
- The most important part of Clean Energy in Oregon? You! Sign up to get involved in your area by hosting a house party, and get to know why carbon pricing is essential for our state while kick starting grassroots organizing: <http://bit.ly/2018CEJkickoff> + graphic
- Hear why members of your community are supporting Clean Energy Jobs, and share your own story. Sign up to host a house party today, and spread the word about #CleanEnergyJobs: <http://bit.ly/2018CEJkickoff> + graphic
- Get to know more about clean energy while kick starting grassroots organizing in your area! Sign up to host a house party for the #CleanEnergyJobs today: <http://bit.ly/2018CEJkickoff> + graphic

Event run of show

Typically we will start the program piece of the evening about 30-45 minutes after your party has started. This time is flexible based on your party and how quickly we can get the critical mass of guests to arrive at the party.

The typical run of show goes like this:

Arrive and sign in, like on social media

Host does an introduction, shares their personal story and why they are supporting the campaign. (3-5 minutes)

Host introduces campaign speaker. (1-2 minutes)

Campaign speaker (5-7 minutes)



Campaign speaker will take 2-3 questions (5-7 minutes)

Host will make the pitch asking their guests to take action, volunteer, and sign up to host their own house parties. (2-3 minutes)

The entire run of show should take about 20 minutes and provide guests with plenty of information about the campaign and how to get involved. We will provide coaching and a sample script for making the pitch to your guests. It is more powerful for the guests when it comes from the heart and comes from a person they feel accountable to rather than a stranger from the campaign.

Sample ask:

Thank you all so much for coming tonight. We are all here because we understand that climate change is an urgent threat and we want our state to be a leader in the effort to transition from the fossil fuel economy to one powered by clean, renewable energy. Renew Oregon has already secured two huge victories on climate change and their new campaign to put a price on climate pollution is the most exciting yet. It will require that we all dig deep to support the campaign. Your support tonight helps the campaign organize communities and pressure lawmakers to do the right thing. We have a goal today of showing that there is support for passing the Clean Energy Jobs bill all across Oregon. We need to write letters to the editor, directly to our legislators, and talk to our friends and family about getting on board and contacting their legislator for CEJ. This campaign will only succeed if Oregonians demand that lawmakers act. Your contribution will make sure that our voices are heard loud and clear in Salem.

Sample invitation language

Hi (NAME),

Join me in supporting Renew Oregon in the effort to make Oregon a leader in clean energy and climate protection. The goal of the Renew Oregon campaign is to win policies that rapidly accelerate the transition to a clean energy economy, end our dependence on fossil fuels, and limit and price climate pollution. Making Oregon a hub of clean energy innovation, achieving the state's goal to limit greenhouse gases, and providing a model for other states will require more than just one policy victory. The Renew campaign is designed to build a movement strong enough to win and defend a number of vital climate protection policies over the coming years.

In the past 24 months, Renew Oregon achieved two of the most significant state-level clean climate and energy policy campaigns in the country. The Renew Oregon coalition secured implementation of Oregon's Clean Fuels Program, which reduces air pollution from cars and trucks, improving public health and ending the oil industry's monopoly on fuel choices in Oregon. And in March 2016, we secured our biggest success yet as Oregon became the first



state to adopt a policy committing to eliminate the use of coal-fired power by 2030 and to double the amount of renewable energy in the state by 2040. And Renew Oregon is launching its biggest and most ambitious campaign to pass the Clean Energy Jobs bill in the 2018 legislative session.

The Clean Energy Jobs Campaign to Cap and Price Climate Pollution

Putting a price on climate pollution is the next goal of our campaign. We are calling this campaign the Clean Energy Jobs campaign. Putting a price on climate pollution and investing the proceeds generated into clean energy solutions and a just, equitable transition is a centerpiece in a blueprint of public policies that fit together to build a complete clean energy economy. Pricing pollution levels the playing field for all forms of energy to compete in the marketplace, and investing the money into solutions rapidly accelerates innovation and deployment at scale. Winning an effective pollution pricing policy in Oregon is also an absolutely critical step for national progress on climate action now that options for action at the federal level have stalled completely in light of the recent elections.

I'm hosting a house party to help support Renew Oregon's mission. Will you come and support the Clean Energy Jobs campaign and help continue to make Oregon a leader in the effort to address climate change and transition our state to clean energy? With your help, we can take a huge step forward in the fight to address climate change. Right now, the Legislature is debating bills that put a price on climate pollution. Please join me in supporting Renew Oregon's campaign so together we can move Oregon forward.

Best,
(NAME)

Thank you again for hosting a house party for Clean Energy Jobs!

